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Wayne D. Porter Jr.
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Ronni S. Sterns, et al.
Title: PHONETIC TRANSLITERATION CARD DISPLAY
Serial No.: 09/663,329
Filed: September 18, 2000
Examiner: Kurt Fernstrom
Group No.: 3765
Docket No.: CRT/11842

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BOARD OF PATENT APPEALS
AND INTERFERENCES

APPEAL BRIEF

Honorable Commissioner of Patents and Trademarks
Washington, D. C. 20231

Dear Sir:

Applicants hereby submit their appeal brief in triplicate pursuant to 37 C.F.R. §1.192. Applicants are submitting herewith a check in the amount of \$160.00 in payment of the small entity filing fee as required by 37 C.F.R. §1.17(c).

1. Real Party in Interest

As shown by assignment documents recorded in the Office, the real party in interest is Creative Action, Inc., 680 North Portage Path, Akron, Ohio 44303.

2. Related Appeals and Interferences

None.

3. Status of Claims

The status of all claims, pending or cancelled, is as follows:

Claims 1-4, finally rejected.

Claim 5, cancelled.

Claims 6-8, finally rejected.

Claim 9, cancelled.

Claim 10, finally rejected.

Claims 11 and 12, cancelled.

Claims 13-16, finally rejected.

Claim 17, cancelled.

Claims 18 and 19, finally rejected.

Claim 20, allowed.

Applicants are appealing from the final rejection of claims 1-4, 6-8, 10, 13-16, 18, and 19. Because claim 20 has been allowed, applicants will not reproduce or discuss claim 20 in this appeal brief.

4. Status of Amendments

There are no post-final rejection amendments.

5. Summary of Invention

The present invention provides a technique for enabling individuals who speak different languages to communicate with each other vocally on a simple, repetitive basis without having to learn the vocabulary or grammar of the other language. The

present invention is not another language-learning device in which individual words of a foreign language are translated and then grouped together to form sentences. The invention eliminates the need for individuals to learn translated words of another language in order to communicate on an elemental basis with a foreign-language speaker. This result is accomplished by providing various predetermined ("canned") phrases and sentences that express thoughts of interest to users having expected common interests.

The invention is particularly effective with English-speaking staff, therapists, supervisors, foremen, managers, and so forth in medical centers, doctors' offices, long-term care and other healthcare settings; detention centers and prisons; social service and government agencies; factories; hotels; and restaurants. The invention is usable for those who work with tourists and those who serve tourists. Perhaps the most effective use of the invention is in the case of patients of a foreign background residing in a nursing home having an English-speaking staff. Elderly foreign patients often are in pain or suffer various mental deficiencies and communication with them on a limited number of subjects must be established quickly and effectively, sometimes by pointing. The present invention enables such communication to be achieved.

The invention employs a display board 4 on which one or more display cards 30 are detachably secured. See the specification at page 7 and FIG. 1. Each display card 30 has a source phrase 34 prominently displayed at the upper, central portion of the card 30, a phonetic transliteration 36 prominently displayed below the source phrase 34, and a translation of the source phrase (a target phrase 38) displayed to the side of the aforementioned phrases 34, 36 in relatively small type. Specification, pages 8 - 10

and FIG. 1 of the drawings. In a typical example involving English and Russian, if the source phrase 34 is the English sentence "Where is the pain?" the transliterated phrase 36 would be "Good-yeh Boh-leet." The target phrase 38 would be the sentence "Where is the pain?" translated into Russian. Specification, pages 3-4 and 8-9. If desired, the phrases could be presented in the reverse order in order to facilitate communication by the foreign-language speaker. Specification, pages 9-10.

Applicants have discovered that the effectiveness of the invention can be enhanced by color-coding the display cards 30 by subject matter or category. For example, medical phrases could be on cards 30 of a first color, while food-related phrases could be on cards 30 of a different color. Specification, pages 12-13. By grouping the cards 30 by subject matter or category, users will be able to communicate with each other faster because they can reach for cards 30 that relate to the subject or category of interest to them at that moment.

The invention includes a number of mechanical and structural features. For example, the display board 4 includes top and bottom walls 8, 10, upper and lower rear flanges 12, 14, a first connector 16 included as part of the top wall 8 and a second connector 18 included as part of the bottom wall 10. The first connector 16 is configured to engage with a mating second connector 18 included as part of the bottom wall 10 of another display board 4, and the second connector 18 is configured to engage with a mating first connector 16 included as part of the top wall 8 of another display board 4. In the preferred embodiment, each display board 4 includes an elongate front wall 6 having a portion to which a display card 30 can be secured removably, elongate top and bottom walls 8, 10 connected to and extending from the

front wall 6, the top and bottom walls 8, 10 being generally parallel with each other, and elongate upper and lower rear flanges 12, 14 connected to and extending from the respective top and bottom walls 8, 10, the flanges 12, 14 being generally parallel with the front wall 6.

The invention includes a plurality of display boards 4 substantially identical to the first display board 4, the display boards 4 being joined by their respective second and first connectors 18, 16. The invention also includes a plurality of display cards 30 that display different source, target, and transliterated phrases 34, 36, 38 than the first display card, the display cards 30 each being secured detachably to a display board 4.

In the preferred embodiment, the first connector 16 comprises a slot defined by ledges 15 and shoulders 17 that extend along the top wall 8 of the display board 4, the slot having a generally mushroom-shaped cross-section, and the second connector 18 comprises a rib 19 that extends along the bottom wall 10 of the display board 4, the rib having a generally mushroom-shaped cross-section. Preferably, the display board 4 is substantially C-shaped so as to define a chamber 58 within which a plurality of display cards 30 can be stored. In addition, the display board 4 has a first fastener 28 and each display card 30 has a mating second fastener 32 to secure the display card 30 to the display board 4. In the preferred embodiment, the first and second fasteners 28, 32 comprise magnets. If desired, end caps 52 can be used to close the ends of the chambers 58, and a bracket 44 can be provided to secure the display board 4 to a wall (the bracket 44 includes an elongate flange 50 over which the upper rear flange 12 of the display board 4 can be placed).

6. Issues Presented for Review

- A. Whether the rejection of claims 1 and 6 under 35 U.S.C. § 103(a) based on the patents to Campo Agud, Renegar, and Tucker should be reversed.
- B. Whether the rejection of claims 2-4 under 35 U.S.C. § 103(a) based on the patents to Campo Agud, Renegar, Tucker, and Hopp should be reversed.
- C. Whether the rejection of claims 7 and 8 under 35 U.S.C. § 103(a) based on the patents to Campo Agud, Renegar, Tucker, and Rellinger should be reversed.
- D. Whether the rejection of claims 10 and 13 under 35 U.S.C. § 103(a) based on the patents to Campo Agud, Owen, and Hopp should be reversed.
- E. Whether the rejection of claims 14 and 15 under 35 U.S.C. § 103(a) based on the patents to Campo Agud, Owen, Hopp, and Rellinger should be reversed.
- F. Whether the rejection of claims 16 and 18 under 35 U.S.C. § 103(a) based on the patents to Campo Agud, Owen, Hopp, and Veazey should be reversed.
- G. Whether the rejection of claim 19 under 35 U.S.C. § 103(a) based on the patents to Campo Agud, Renegar, Owen, Hopp, Rellinger, Tucker, and Veazey should be reversed.

7. Grouping of Claims

Applicants do not believe that the claims on appeal should stand or fall together. In section 8, *infra*, applicants will explain why each claim on appeal is separately patentable.

8. Argument

A. The rejection of claims 1 and 6 under 35 U.S.C. § 103(a) based on the patents to Campo Agud, Renegar, and Tucker should be reversed.

Claims 1 and 6 have been rejected under 35 U.S.C. §103(a) as being unpatentable over the patents to Campo Agud, Renegar, and Tucker. Applicants believe that the rejection of claims 1 and 6 is improper and should be reversed.

Claim 1 calls for a phonetic transliteration card display to enable a person who speaks a first language to communicate vocally with a person who speaks a second language. The claim specifies a display board that can be seen by both persons and a display card secured detachably to the display board, the display card having a background color that corresponds to a particular subject or category, the display card displaying:

a source phrase in the first language, the source phrase being located predominantly in a upper, central portion of the display board and being associated with the background color;

a target phrase in the second language, the target phrase constituting a translation of the source phrase in the second language, the target phrase being located to one side of the source phrase; and

a phonetic transliteration of the target phrase in the first language, the phonetic transliteration being located beneath the source phrase.

The patents to Campo Agud, Renegar, and Tucker, either alone or in combination, fail to teach or suggest the claimed invention. Unlike the present invention, Campo Agud's invention is intended to teach students a foreign language vocabulary, not to communicate vocally with a person who speaks a foreign language. Campo Agud does this by printing words and their translations on individual cards. The cards then can be arranged side-by-side to form a complete sentence. See column 1, lines 37-41 and column 2, lines 21-25. Campo Agud's invention could not be used in the manner of the claimed invention for a number of reasons: (1) only parts of sentences (words) are printed on individual cards; (2) the user must have knowledge of grammar and syntax in order to form intelligible phrases or sentences; and (3) there is no way that a student can be certain that the pronunciation of any given word or phrase is correct. Campo Agud's invention might be useful to learn the basic building blocks of a foreign language, but it would not enable one to communicate quickly with a foreign language speaker in a meaningful, accurate manner. Significantly, Campo Agud himself does not suggest that his invention can be modified to accomplish the structure or the objectives of the present invention.

The patent to Renegar is similar to the patent to Campo Agud because individual words are displayed on cards that can be grouped according to a pre-determined syntax. Renegar is an improvement over Campo Agud in the sense that transliterations are included with the translations, thereby permitting the student to correctly pronounce the individual words being translated. Nevertheless, as with Campo Agud, Renegar's

invention requires the student to assemble, piecemeal, individual words to form complete sentences. Such a complex and time-consuming effort might be acceptable to teach students the building blocks of a foreign language, but it would not permit effective vocal communication with a foreign language speaker. Moreover, unlike the claimed invention which specifies a particular positional relationship of source phrase, target phrase, and phonetic transliteration, Renegar's arrangement of these elements is variable and confusing.

The patent to Tucker discloses shaped and color-coded cards that display words in one language only. By selecting cards of certain shapes and colors, the user can assemble sentences in a given language. Tucker's invention can be used to teach grammar and syntax in one language, but it never could be used to permit speakers of two different languages to communicate vocally with each other. The only apparent relevance of Tucker to the present invention is that Tucker discloses cards of different colors. However, Tucker makes no suggestion that her cards could be used as part of a foreign language communication system or could be modified in any other manner that would permit the claimed invention to be accomplished. Because Tucker's cards are limited to individual words, Tucker does not disclose that phrases or sentences can be color-coded by subject or category as claimed by the present invention.

Under current law, in order to reject a claim, the Patent and Trademark Office must provide evidence that there is a suggestion, teaching, or motivation in the prior art to combine the cited references cited to produce the claimed invention. It is not enough that the prior art contains a teaching of the elements in question. Instead, it is necessary that a showing be made that one skilled in the art would have been

motivated to modify the prior art references. This concept is supported by the recent case of *In re Kotzab*, 55 U.S.P.Q.2d 1313, 1313-17 (Fed. Cir. 2000). See also *In re Dembiczak*, 50 U.S.P.Q. 2d 1614 (Fed. Cir. 1999), where the Court of Appeals upheld the continued validity of such cases as *In re Fritch*, 23 U.S.P.Q. 2d 1780 (Fed. Cir. 1992) and *In re Fine*, 5 U.S.P.Q. 1596 (Fed. Cir. 1988).

In the present case, there is no combination of Campo Agud, Renegar, or Tucker that would produce the claimed invention. This is because none of them address the issue of communicating vocally by means of "canned" translated and transliterated phrases or sentences that are grouped by subject or category, which subjects or categories are identified by color. None of these patents suggest that a source phrase could be located predominantly in the upper, central portion of a display board, that a translation (target phrase) could be located to one side of the source phrase, and that a phonetic transliteration of the target phrase could be located beneath the source phrase. The typical intended user of the present invention, e.g., a health care professional communicating with an elderly foreign patient, never could function with the devices disclosed by Campo Agud, Renegar, or Tucker, or any combination thereof.

It is apparent that the examiner has rejected claim 1 on the basis of hindsight, because not only do the cited references fail to contain any suggestion for their own modification, but any reasonable modification of the references still would not produce the claimed invention. Because the claimed invention is not taught or suggested by the patents to Campo Agud, Renegar, and Tucker, because these patents do not suggest modifications that are needed to produce the claimed invention, and because the

claimed invention provides significant advantages over the prior art, claim 1 should be allowable. The rejection of claim 1 should be reversed.

As to claim 6, claim 6 is dependent on claim 1 and includes all of the limitations thereof. Consequently, claim 6 should be patentable in its own right. In addition, claim 6 further calls for the display board to be substantially C-shaped so as to define a chamber within which a plurality of display cards can be stored. Neither Campo Agud, Renegar, nor Tucker disclose such a chamber. Hence, the subject matter of claim 6 would not have been obvious to one skilled in the art at the time the invention was made. The examiner's contention that the subject matter of claim 6 is obvious clearly is based on hindsight, which is not permitted. The rejection of claim 6 should be reversed.

B. The rejection of claims 2-4 under 35 U.S.C. § 103(a) based on the patents to Campo Agud, Renegar, Tucker, and Hopp should be reversed.

Claims 2-4 have been rejected under 35 U.S.C. §103(a) as being unpatentable over the prior art cited against claims 1 and 6, and further in view of the patent to Hopp, U.S. 3,154,870. Claim 2 is dependent on claim 1 and states that the display board includes top and bottom walls, and further comprises a first connector included as part of the top wall and a second connector included as part of the bottom wall, the first connector being configured to engage with a mating second connector included as part of the bottom wall of another display board, and the second connector being configured to engage with a mating first connector included as part of the top wall of another display board. Claim 3 is dependent on claim 2 and provides for a plurality of display boards substantially identical to the first display board, the display boards being joined

by their respective second and first connectors, and a plurality of display cards that display different source, target, and transliterated phrases than the first display card, the display cards each being secured detachably to a display board. Claim 4 also is dependent on claim 2, and states that the first connector comprises a slot that extends along the top wall of the display board, the slot having a generally mushroom-shaped cross-section, and the second connector comprises a protrusion that extends along the bottom wall of the display board, the protrusion having a generally mushroom-shaped cross-section.

Applicants have discussed the shortcomings of the patents to Campo Agud, Renegar, and Tucker, *supra*, and incorporate their comments here. With respect to Hopp, Hopp discloses a modular sign assembly intended to be suspended from the ceiling of a store identify counters and merchandise display areas. Although Hopp's sign assembly is comprised of panels 19 that are connected by elongate slotted connectors, Hopp's invention has nothing to do with phonetic transliteration card displays.

Because the claimed invention must be considered as a whole, the subject matter of claims 2-4 would not have been obvious. There is no combination of the cited references that would produce the particular display card and display board set forth in claim 2. Similarly, the subject matter of claims 3 and 4 could not be produced by any combination of the cited references. Because the claimed invention could not have been produced by the cited references, the rejection of claims 2-4 should be reversed.

C. The rejection of claims 7 and 8 under 35 U.S.C. § 103(a) based on the patents to Campo Agud, Renegar, Tucker, and Rellinger should be reversed.

Claims 7 and 8 have been rejected under 35 U.S.C. §103(a) as being unpatentable over the prior art cited against claims 1 and 6, and further in view of the patent to Rellinger, U.S. 5,704,147. Claim 7 is dependent on claim 1 and specifies that the display board has a first fastener and each display card has a mating second fastener to secure the display card to the display board. Claim 8 is dependent on claim 7 and states that the first and second fasteners comprise magnets.

Applicants have discussed the shortcomings of the patents to Campo Agud, Renegar, and Tucker, *supra*, and incorporate their comments here. With respect to Rellinger, it is true that Rellinger discloses a magnetic letter board assembly having magnetic, removable graphic indicia bodies. Nevertheless, there is no suggestion in Rellinger that his "graphic indicia bodies" can be used in any form of foreign language communication system, and, as noted above, the patents to Campo Agud, Renegar, and Tucker do not make the subject matter of claim 1 obvious. Hence, because claims 7 and 8 depend directly or indirectly from claim 1, the rejection of claims 7 and 8 is improper and should be reversed.

D. The rejection of claims 10 and 13 under 35 U.S.C. § 103(a) based on the patents to Campo Agud, Owen, and Hopp should be reversed.

Claim 10 has been rejected under 35 U.S.C. §103(a) as being unpatentable over the patents to Campo Agud, Owen, U.S. 6,139,331; and Hopp. Claim 10 calls for a display board for use as part of a phonetic transliteration card display in which display cards can be observed by users, the display board comprising:

an elongate front wall having a portion to which a display card can be secured removably;

elongate top and bottom walls connected to and extending rearwardly from the front wall, the top and bottom walls being generally parallel with each other;

elongate upper and lower rear flanges connected to and extending from the respective top and bottom walls, the flanges being generally parallel with the front wall;

the front, top, and bottom walls and the upper and lower rear flanges defining a chamber within which additional display cards can be stored;

a first connector included as part of the top wall and a second connector included as part of the bottom wall, the first connector being configured to engage with a mating second connector included as part of the bottom wall of another display board, and the second connector being configured to engage with a mating first connector included as part of the top wall of another display board; and

a plurality of display boards substantially identical to the first display board, the display boards being joined by their respective second and first connectors.

Claim 13 is dependent on claim 10, and states that the first connector comprises a slot that extends along the top wall of the display board, the slot having a generally mushroom-shaped cross-section, and the second connector comprises a protrusion that extends along the bottom wall of the display board, the protrusion having a generally mushroom-shaped cross-section.

The examiner is incorrect that Campo Agud discloses a chamber within which cards can be stored. Rather, Campo Agud discloses channels within which a single card can be inserted and removed. Campo Agud further discloses movable slats 4 that

can be pivoted to either cover or not cover portions of the display cards. Campo Agud does not address in any manner the construction of a display board that has storage room for additional cards.

While Owen discloses a board base apparatus in which erasable presentation panels can be inserted for storage, Owen does not teach or suggest that a display board can be provided with a front wall to which a display card is removably secured. Further, Owen does not teach or suggest that a plurality of like board bases can be connected to each other vertically.

Although Hopp discloses a sign assembly in which panels are interconnected vertically, Hopp does not contain any suggestion that a storage chamber should be provided or that top and bottom rearwardly extending walls could be provided. Indeed, there is no reason for such features in Hopp's device because Hopp's device is intended to be suspended from a ceiling, high above a floor, to identify counters or areas of the store. Because of this intended use of Hopp's device, there would be no need to change panels, and thus a chamber containing such panels would not be necessary or desirable. As with the examiner's rejection of the other claims, there is suggestion in the Campo Agud, Owen, or Hopp patents that would teach or suggest the subject matter of amended claim 10. Accordingly, the rejection of claim 10 should be reversed.

As for claim 13, none of the patents cited by the examiner discloses the claimed configuration and arrangement of slots and protrusions. Since claim 13 is dependent on claim 10 and includes all the limitations thereof, the subject matter of claim 10 is not taught or suggested by the prior art. Therefore, the rejection of claim 13 is improper

and should be reversed.

E. The rejection of claims 14 and 15 under 35 U.S.C. § 103(a) based on the patents to Campo Agud, Owen, Hopp, and Rellinger should be reversed.

Claims 14 and 15 have been rejected under 35 U.S.C. §103(a) as being unpatentable over the prior art cited against claim 10 and further in view of the patent to Rellinger. Claim 14 is dependent on claim 10, and further comprises a fastener by which a display card can be connected to the display board. Claim 15 is dependent on claim 14 and states that the fastener comprises a magnet.

Applicants have discussed the shortcomings of the patents to Campo Agud, Owen, Hopp, and Rellinger, *supra*, and incorporate their comments here. Claims 14 and 15 are analogous to claims 7 and 8 discussed previously. Moreover, they depend either directly or indirectly from claim 10 which, as discussed above, should be patentable. Because claims 14 and 15 are patentable, their rejection is improper and should be reversed.

F. The rejection of claims 16 and 18 under 35 U.S.C. § 103(a) based on the patents to Campo Agud, Owen, Hopp, and Veazey should be reversed.

Claims 16 and 18 have been rejected under 35 U.S.C. §103(a) as being unpatentable over the prior art cited against claim 10 and further in view of the patent to Veazey, U.S. 5,224,610. Claim 16 is dependent on claim 10, and further comprises end caps that can be inserted into each end of the display board. Claim 18 also is dependent on claim 10, and further comprises a bracket by which the display board can be attached to a wall, the bracket having an elongate flange over which the upper rear flange can be placed.

Applicants have discussed the shortcomings of the patents to Campo Agud, Owen, and Hopp, *supra*, and incorporate their comments here. Veazey discloses a wall-mounted striping system in which panels are suspended from a wall, and end caps are attached to the ends of the panels. Veazey's invention appears to have no connection whatsoever with the claimed phonetic transliteration card display. Moreover, it would not have been obvious to select Veazey's end caps and apply them to Campo Agud's and Owens' devices. Campo Agud does not even disclose a chamber within which additional display cards can be stored, and Owen is silent concerning the desirability of closing the ends of the chamber in which additional presentation panels are stored. Because the claimed invention is expected to be used in environments such as nursing homes and hospitals, the claimed end caps minimize the possibility that sharp edges might cause harm to a patient. See the specification at page 11, lines 20-21. Inasmuch as none of the references cited against claim 16 suggest that it would be necessary or desirable to close the ends of a display card-containing chamber, the rejection of claim 16 is improper and should be withdrawn.

With respect to claim 18, Veazey does disclose a bracket by which his striping system can be mounted to a wall. Nevertheless, there is no teaching in the cited references that one skilled in the art would not have been motivated to modify them to produce a display board having a chamber, that multiple display boards could be connected vertically, and that a flange-type mounting could be provided. Any motivation to provide the claimed invention is the result of a hindsight analysis supplied by the examiner. Because the subject matter of claim 18 would not have been obvious to one skilled in the art, claim 18 should be patentable. The rejection of claim 18

should be withdrawn.

G. The rejection of claim 19 under 35 U.S.C. § 103(a) based on the patents to Campo Agud, Renegar, Owen, Hopp, Rellinger, Tucker, and Veazey should be reversed.

Claim 19 has been rejected under 35 U.S.C. §103(a) as being unpatentable over the patents to Campo Agud, Renegar, Owen, Hopp, Rellinger, Tucker, and Veazey.

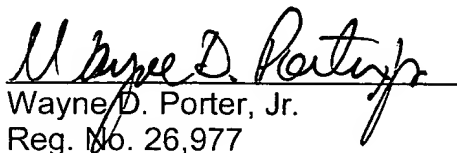
Claim 19 is a detailed apparatus claim that includes the subject matter of a number of the claims previously discussed, including claim 1. Claim 19 specifies additional features, including the requirement that a plurality of display boards can be connected to each other vertically and that a plurality of display cards can be displayed adjacent to each other vertically.

Applicants have discussed the shortcomings of the patents to Campo Agud, Renegar, Owen, Hopp, Rellinger, Tucker, and Veazey, *supra*, and incorporate their comments here. The subject matter of claim 19 clearly is not taught or suggested by the referenced prior art. Applicants note that the examiner has cited seven references from diverse arts to reject claim 19, which implies that the examiner impermissibly has relied on hindsight. Presumably the examiner would not have to piece seven references together to craft a rejection if the invention actually would have been obvious. Applicants contend that claim 19 would not have obvious to one skilled in the art because it provides structure and capabilities not available with any prior art devices. Accordingly, the rejection of claim 19 is improper and should be reversed.

CONCLUSION

For all the forgoing reasons, claims 1-4, 6-8, 10, 13-16, 18, and 19 are patentable. The Board should reverse the examiner's rejection of the claims at issue.

Respectfully submitted,


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APPENDIX

1. A phonetic transliteration card display to enable a person who speaks a first language to communicate vocally with a person who speaks a second language, comprising:

a display board that can be seen by both persons; and

a display card secured detachably to the display board, the display card having a background color that corresponds to a particular subject or category, the display card displaying:

a source phrase in the first language, the source phrase being located predominantly in a upper, central portion of the display board and being associated with the background color;

a target phrase in the second language, the target phrase constituting a translation of the source phrase in the second language, the target phrase being located to one side of the source phrase; and

a phonetic transliteration of the target phrase in the first language, the phonetic transliteration being located beneath the source phrase.

2. The card display of claim 1, wherein the display board includes top and bottom walls, and further comprising:

a first connector included as part of the top wall and a second connector included as part of the bottom wall, the first connector being configured to engage with a mating second connector included as part of the bottom wall of another display board,

and the second connector being configured to engage with a mating first connector included as part of the top wall of another display board.

3. The card display of claim 2, further comprising;
a plurality of display boards substantially identical to the first display board, the display boards being joined by their respective second and first connectors; and
a plurality of display cards that display different source, target, and transliterated phrases than the first display card, the display cards each being secured detachably to a display board.

4. The card display of claim 2, wherein:
the first connector comprises a slot that extends along the top wall of the display board, the slot having a generally mushroom-shaped cross-section; and
the second connector comprises a protrusion that extends along the bottom wall of the display board, the protrusion having a generally mushroom-shaped cross-section.

6. The card display of claim 1, wherein the display board is substantially C-shaped so as to define a chamber within which a plurality of display cards can be stored.

7. The card display of claim 1, wherein the display board has a first fastener and each display card has a mating second fastener to secure the display card to the

display board.

8. The card display of claim 7, wherein the first and second fasteners comprise magnets.

10. A display board for use as part of a phonetic transliteration card display in which display cards can be observed by users, the display board comprising:

an elongate front wall having a portion to which a display card can be secured removably;

elongate top and bottom walls connected to and extending rearwardly from the front wall, the top and bottom walls being generally parallel with each other;

elongate upper and lower rear flanges connected to and extending from the respective top and bottom walls, the flanges being generally parallel with the front wall;

the front, top, and bottom walls and the upper and lower rear flanges defining a chamber within which additional display cards can be stored;

a first connector included as part of the top wall and a second connector included as part of the bottom wall, the first connector being configured to engage with a mating second connector included as part of the bottom wall of another display board, and the second connector being configured to engage with a mating first connector included as part of the top wall of another display board; and

a plurality of display boards substantially identical to the first display board, the display boards being joined by their respective second and first connectors.

13. The display board of claim 10, wherein the first connector comprises a slot that extends along the top wall of the display board, the slot having a generally mushroom-shaped cross-section, and the second connector comprises a protrusion that extends along the bottom wall of the display board, the protrusion having a generally mushroom-shaped cross-section.

14. The display board of claim 10, further comprising a fastener by which a display card can be connected to the display board.

15. The display board of claim 14, wherein the fastener comprises a magnet.

16. The display board of claim 10, further comprising end caps that can be inserted into each end of the display board.

18. The display board of claim 10, further comprising a bracket by which the display board can be attached to a wall, the bracket having an elongate flange over which the upper rear flange can be placed.

19. A phonetic transliteration card display to enable a person who speaks a first language to communicate vocally with a person who speaks a second language without learning the vocabulary or grammar of the second language, comprising:

a first display board that can be seen by both persons, the first display board including:

a front wall that has a magnet,
top and bottom walls connected to and extending from the front wall,
upper and lower rear flanges connected to and extending
from the respective top and bottom walls,
the front, top and bottom walls and the rear flanges being
generally C-shaped and defining a chamber,
a first connector included as part of the top wall, the first
connector being in the form of a slot that extends along the
top wall of the display board, the slot having a generally
mushroom-shaped cross-section, and
a second connector included as part of the bottom wall, the
second connector being in the form of a protrusion that
extends along the bottom wall of the display board, the
protrusion having a generally mushroom-shaped cross-
section;

a plurality of display cards each having a magnet that can be secured detachably
to the magnet included as part of the front wall, the display cards having a background
color that corresponds to a particular subject or category, each display card displaying:

a source phrase in the first language, the source phrase being located
predominantly in a upper, central portion of the display board and being
associated with the background color;

a target phrase in the second language, the target phrase
constituting a translation of the source phrase in the second

language, the target phrase being located to one side of the source phrase; and

a phonetic transliteration of the target phrase in the first language, the phonetic transliteration being located beneath the source phrase;

a plurality of display boards substantially identical to the first display board, the display boards being joined by their respective second and first connectors; and

a bracket by which the display boards can be attached to a wall, the bracket having an elongate flange over which the upper rear flange of a selected display board can be placed, whereby a plurality of display boards can be connected to each other vertically, and whereby a plurality of display cards can be displayed adjacent to each other vertically.